Towards a User-Centric Personal Data paradigm

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How are personal data managed today?

Organization-centric paradigm

- Personal Data are stored in IT systems of private enterprises/organizations
  - independent “silos” (no integrated view of individuals)

- Limited involvement and/or awareness of the individuals in the use and valorization of their Personal Data
  - people underestimate the value of their Personal Data when they obtain appealing services for free

- Limited quality and accuracy of stored Personal Data
  - no sooner has the organization collected data about the customer than its accuracy begins to decay

- Greater attention of the authorities to the possible violations of individuals’ privacy rather than to enable an exploitation of Personal Data under the control of individuals
  - “data disclosure” perceived less relevant than “data protection”
How balancing Personal Data protection and exploitation?

**User-centric paradigm**

- **Individuals become the “owners” of their Personal Data:**
  - improve data quality and accuracy and enable full data exploitation

- **Increasing the control that individuals have over their Personal Data – collection, management, usage and sharing - will:**
  - spur a host of new services and applications exploiting their value with direct benefits for individuals
  - restore trust in the Personal Data ecosystem

- **International initiatives, both from regulatory and economic sides, are sponsoring such a shift from “organization-centric” paradigm to “User-centric” paradigm**

**User-centric paradigm complements (and not replaces) organization-centric paradigm**
International trends supporting User-centric paradigm

**Regulation**
- EU is proposing a data protection reform strengthening citizens’ rights and aligning regulation with the realities of the Internet (e.g., “right of copy”, “privacy by default”)
- EU e-privacy directive, requires prior consent for organization to place cookies in users’ terminals
- Concerted pressure in US and EU in favor of “Do Not Track” services

**Government**
- UK Government
  - launched the “midata” project promoting the key principle that data should be released back to consumers
  - has announced the “Federated Authentication ID Assurance strategy” initiative to reinvent the way identity assurance is handled according to a more person-centric approach
- US Government
  - has a programme called “Smart Disclosure” similar to “midata” project
  - has announced its National Strategy for Trusted Identities in Cyberspace (NSTIC) allowing people to choose among multiple identity providers
  - Blue Button initiative releases medical records back to US Army veterans

**Economy**
- WEF launched the project “Rethinking Personal Data” to understand how a collaborative and balanced Personal Data ecosystem can evolve
- VRM Project promoted by Harvard University to stimulate a new model of interaction between organizations and individuals
A new type of infomediary: Personal Data Store provider

A PDS Provider acts on behalf of its customers:
- it provides “Personal Data services” to individuals enabling them to control the collection, manage, use and share their Personal Data
- it enables “value-added services” for individuals and organizations exploiting Personal Data inside a new business ecosystems

Digital footprint
“Digital record of everything a person makes and does online and in the world”

Personal Data Store gathers data about individuals from multiple sources, to have an holistic view of individuals

PDS provider = Bank of Individuals' Data
Enabling new personal data ecosystem and business opportunities

- **Vendor relationship management**
  - (anonymized) Personal Request for Quotation

- **Controlled information exchange**
  - e.g., hotel check-in, address update alert

- **Fair personal data marketplace**
  - Aggregations, anonymization, etc.

- **Personal application marketplace**
  - "personal informatics"
Mobile Territorial Lab @ Trento

www.mobileterritoriallab.eu

A “living lab” to experiment User-centric personal data approach and Personal Data ecosystem opportunities

100+ people acting in their real life with equipped smartphones

Having full control on their Personal Data by means of a “private” Personal Data Store

collection
deletion
visualization
sharing
apps authorization

In cooperation with

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